

**Analisis Keputusan Pembelian yang Dipengaruhi oleh Motivasi,
Persepsi, dan Sikap Konsumen
(Studi Kasus pada Toko Gosh di Paragon Mall Semarang)**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh persaingan bisnis yang semakin ketat. Gosh merupakan salah satu merek barang dalam memenuhi kebutuhan sekunder konsumen. Pada tahun 2014 jumlah penjualan Toko Gosh meningkat dibandingkan tahun 2013. Pada tahun 2015 mengalami penurunan. Penurunan ini menunjukkan adanya penurunan keputusan pembelian konsumen pada produk Gosh. Oleh karena itu penelitian ini dilakukan untuk mengetahui bagaimana pengaruh variabel motivasi konsumen, persepsi konsumen, dan sikap konsumen terhadap keputusan pembelian.

Sampel yang digunakan dalam penelitian ini sebanyak 100 responden dengan teknik purposive sampling. Kemudian dilakukan analisis data yang meliputi: analisis data kuantitatif, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis penelitian, dan koefisien determinasi.

Hasilnya menunjukkan bahwa variabel motivasi konsumen, persepsi konsumen, dan sikap konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian baik secara bersama-sama maupun secara individual. Selanjutnya 60,2% variasi keputusan pembelian dijelaskan oleh motivasi konsumen, persepsi konsumen, dan sikap konsumen.

Kata Kunci : motivasi, persepsi, sikap, keputusan pembelian

**Analysis of Purchasing Decision Influenced by Motivation,
Perception, and Consumer Attitude
(Case Study on Gosh shop in Paragon Mall Semarang)**

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ABSTRACT

This research is motivated by business competition which is getting fierce. Gosh is one brand of goods to needs of secondary consumers. Number of sales of Gosh Store in 2014 has increased if be compared with in 2013. In 2015 is decreased. This decreasing indicates that a decrease in consumer purchasing decisions on Gosh products. Therefore, this research is conducted to determine how the influence of variables consumer motivation, consumer perceptions, and consumer attitudes on purchasing decision.

The sample used in this research is 100 respondents by using purposive sampling technique. Processing of the data analysis include: analysis of quantitative data, the classical assumption test, multiple linear regression analysis, hypothesis testing research, and the coefficient of determination.

The result shows that variable consumer motivation, consumer perception, and consumer attitudes have a positive and significant influence on purchasing decisions either simultaneously or partially. Furthermore, the purchasing decision could be explained by consumer motivation, consumer perception, and consumer attitudes as many as 60,2% in this research.

Keyword : motivation, perception, attitudes, purchasing decisions